

# VIRGINIA SLIMS

## MUSIC CREATIVE BRIEF

### OVERVIEW:

Virginia Slims would like to create a proprietary and exciting music program to increase brand awareness and visibility. Although Virginia Slims is currently sponsoring a tennis program, we would like to extend the brand's reach by developing another event to reinforce the brand's image and to interact with Virginia Slims smokers as well as competitive smokers 21 years of age and older.

### BACKGROUND:

1995 marks the 26th year of Virginia Slims' involvement in women's tennis. Through the sponsorship of the Virginia Slims Championship Tour from 1970-1994, today, Virginia Slims is recognized as the largest single sponsor of women's tennis. In 1995, the brand was able to capitalize on its long-term investment through the development of the Virginia Slims Legends program.

Virginia Slims Legends is a proprietary program which took place in six key brand markets featuring the most recognized names in the history of women's tennis. In addition to the tennis events, the Legends program introduced a music element to the brand as a way to reach additional female consumers, 21 years of age and older. We believe that music is an effective tool in extending our reach to female consumers, however, should be treated as a separate entity from the tennis program.

### BRAND POSITIONING STATEMENT:

Virginia Slims is the stylish slim cigarette that celebrates gender differences.

### OBJECTIVES:

- Reinforce the brand image.
- Complement the brand's contemporary, confident positioning.
- Create visibility and brand awareness.
- Reach female smokers, 21 - 29 years of age.
- Build continuity of purchase among Virginia Slims smokers and create trial opportunities among competitive smokers.
- Generate names for the database.
- Reward Virginia Slims and competitive smokers.

### STRATEGIES:

- Create a proprietary program that leverages Virginia Slims brand equity.
- Develop support elements to leverage and promote the event such as bar nights, retail extensions, direct mail, etc.
- Execute the music program in key brand markets.
- Distribute smoker survey cards for name generation.

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#### CURRENT CONSUMER PROFILE:

- Sex: - Female
- Age: - 21 - 45 years of age
- Marital Status: - married
- Household Income: - +\$30,000
- Education: - some college education
- Geography: - lives in South (East and Central)  
- lives in cities and surrounding areas (Neilson  
A&B counties)
- Psycho graphics: - confident  
- independent  
- somewhat aspirational

grassroots necessary  
CD - tangible reward  
lot of long-term support female

showcase artist  
need to get people  
there

1998-2000  
concepts

#### MARKETS:

See attached list.

#### ASSIGNMENT:

- Considering the brand positioning, create a music program that is fun, proprietary, and memorable while generating excitement and visibility for the brand.
- Develop an integrated marketing plan to support the event encompassing bar nights, retail promotions, direct mail, on-site promotions, etc.
- Identify the appropriate music genre that is appealing to the key consumer segment.
- Provide a detailed budget outlining all elements of the program.

#### CHALLENGES:

- Create a highly visible program that is exciting and appealing to female consumers 21 - 29 years old.
- Develop a unique concept that differentiates Virginia Slims from all other brand promotions.

#### TIMELINE:

Please submit a minimum of two concepts by December 11.

#### BUDGET:

- \$ 2,000,000

Including concept development, event execution, support materials i.e. banners, posters, uniforms, incentives, cups, napkins, etc.

Excluding retail promotions and direct mail.

- \$ 350,000

Additional budget if the "Big Idea" does not include a bar night program.

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